

METHOD, PROGRAM, AND SYSTEM FOR RESETTING THE  
VALUE OF A COUPON BASED ON MARKET INFORMATION

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ABSTRACT OF THE DISCLOSURE

10 A method and computer program for resetting the value of a coupon  
based on market information is provided. The program receives a request for  
valuation of a coupon from a retailer, accesses market demand information for a  
product corresponding to the coupon, determines a market demand value based  
on the market demand information, determines a coupon value based on the  
market demand value, and provides the coupon value to the retailer.

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